

Z. C. M. I. ANNUAL MAY SALE.

GENUINE BARGAINS. NO FICTITIOUS VALUES.

Commences Monday, May 18, FOR ONE WEEK.

CONTINUES TO SATURDAY, MAY 23d.

Silks and Dress Goods.

Black Beau de Sole Silk that sells regularly for \$1.15 per yard. Sale price..... **\$1.20**

Black Taffeta Silk, 36 inches wide, guaranteed, extra heavy soft finish, regular price \$1.15. In sale at..... **\$1.15**

Our 24-inch Black Taffeta Silk (this is also guaranteed) that sells for \$1.25 regular. In sale at..... **85c**

Our 24-inch Black Taffeta Silk, that sells regularly for 50c. In sale for..... **60c**

White and Colored Corded Wash Silks, the very thing for ladies' and children's summer dresses and waists: 50c grade for..... **50c**

50c grade for..... **40c**

Our full line of Changeable and Glace Taffeta Silks, regular price \$1.00, will be sold at..... **70c**

Colored Forward Silks, a number of short lengths in dress patterns and hosiery, that sell regularly from 75c to \$1.25 per yard, while they last will go at..... **35c**

Also a limited number of Foulard Silks, regular price from \$1.00 to \$1.50 per yard, will go at..... **50c**

Our entire stock of Black and Colored Silks, Beau de Soles, Satin Duchesses, Indians, Plaid Checks, Stripes, Beau de Crepes, Taffetas, Moires, Plain Silk Crepes, Brocades and Pongees, will be sold at..... **40c**

Our 25 Per Cent Discount

One lot of Silk Remnants, a nice variety, will go at half regular price, or..... **50c on the Dollar**

All of our Black and Colored Silk and Lace Robes, which sell at from \$22.50 to \$100 each, will go at..... **Half Price**

A limited assortment of Novelty Dress Patterns, in Grenadine and light weight materials, regular price from \$2 to \$5 per yard, will be sold at this sale..... **\$1.25**

Our Entire Stock of

Dress Goods

Nothing reserved—Voiles, Mistrals, London Twine Cloths, Batistes, Albatrosses, Granites, Serges, Solides, Pannelas, Panamas, Oxfords, etc., will be marked..... **Reduced 25 Per Cent**

We have one table of Black and Colored Dress Goods which sell regularly at from 60c to \$1.00 per yard; for this sale they will be marked..... **35c**

All Broadcloths in stock will be reduced for this sale one-third, or..... **33 1/3 Per Cent Less**

All Pictured Black Dress Goods that sell from \$1.00 to \$2.50 per yard regularly, will go at half price, or..... **50c on the Dollar**

We have a line of Colored Batiste Tuckings, suitable for waists and dresses. These goods sell regularly at \$1.00 per yard. We will close them at..... **40c**

All Colored and Black Fancy

Parasols

for Ladies and Children will be reduced one-third, or..... **33 1-3 per cent discount.**

Two lines in Ladies' Black Sun

UMBRELLAS

75c quality for..... **50c**

60c quality for..... **40c**

A good School Umbrella for..... **35c**

Our Stock of

Dress Trimmings

Was never so complete. It consists of all the latest and newest weaves in foreign and domestic designs. These will be reduced one-third, or..... **33 1/3 Per Cent Less**

All Linings in stock will go at SALE PRICES.

Z. C. M. I.'s patrons are not caught by baits made up of honeyed words or extravagant phrases. They require offerings of real value to claim their custom. That is why they give our Annual May Sale the preference over all events arranged by would-be competitors, whose place is in the rear in this year of grace 1903 as well as in former years. These real value offerings are better this season than ever before, notwithstanding the general increase in prices that mark the general business situation. Every customer is sure of a Cash Prize. You get your goods in this May Sale at from 20 to 50 per cent discount, and no chance for a mistake. An ordinary \$10 worth of goods thus carries with it an Actual Cash Prize of \$2 to \$5, in the money returned to you through the reductions in this great May Sale, thus giving you 20 to 50 per cent more cash to spend than you would have were it not for this liberal offering. Remember, every purchase wins such a prize.

No other institution in this region offers such advantages to its patrons. Everybody can have a share of the Great Cut in Prices for the week of the May Sale. This advertisement gives a sample list of the prize offerings to be obtained during the Sale—there are thousands of others, embracing almost every need that can be named. Look it over.

Cloak and Suit Dept.

Remember, the Reductions are Made From Regular Retail Prices and Not From Raised Retail Prices.

FOR INSTANCE—

Ladies' Tailor-made Suits.

One-Third Off

This means our entire stock of New Spring Suits at a reduction of 33 1/3 per cent from regular prices.

A saving of from \$4.00 to \$50.00 on a suit.

There'll be a lot of

Tailor-Made Suits at Half Price.

This is a lot of about sixty to seventy-five suits in a variety of styles and colorings, ranging in price from \$15.00 to \$50.00.

Another stock will consist of \$7.50, \$10.00, \$12.50, and up to \$15.00 suits, from which you can choose at..... **\$3.50**

Silk Waists One-Third Off

All our beautiful Silk Waists, in colors and evening effects, from \$12.50 to \$25.00, will be sold at a reduction of 33 1/3 per cent.

Silk Waists at Half Price.

One lot of Fancy Silk Waists, \$5.00, \$6.00, \$7.50 and up to \$10.00 goods, will be sold at..... **Half Price**

All Black Silk Waists, 25 per cent off.

Wrappers

Our entire line of Lawn and Percale Wrappers—20 per cent off.

Fleeced Wrappers One-Third Off

New Silk Wraps One-Third Off.

Etoms, Monte Carlos, Coffee Coats, and many others, in line of Taffeta, Beau de Sole and Pongee. A handsome line, choose at 25 per cent off.

Children's Silk Coats One-Third Off

Shirt Waists.

Without doubt the largest line of SHIRT WAISTS shown this season, and you are privileged to pick from the entire stock at a clean

Cut of 25 per Cent.

Shirt Waists for Only About One-Quarter Their Price.

Several hundred Shirt Waists will be sold like this: There'll be one pile containing \$1.25, \$1.50 and \$1.75 Shirt Waists from which you can choose at..... **50c**

Another stack will consist of \$7.50, \$10.00, \$12.50, and up to \$15.00 Waists, from which you can choose at..... **\$3.50**

Silk Waists One-Third Off

All our beautiful Silk Waists, in colors and evening effects, from \$12.50 to \$25.00, will be sold at a reduction of 33 1/3 per cent.

Silk Waists at Half Price.

One lot of Fancy Silk Waists, \$5.00, \$6.00, \$7.50 and up to \$10.00 goods, will be sold at..... **Half Price**

All Black Silk Waists, 25 per cent off.

Handsome Winter Wraps

At Half Price.

Ladies' Winter Coats..... **HALF PRICE**

Misses' Winter Coats..... **HALF PRICE**

Children's Winter Coats..... **HALF PRICE**

All Fur Goods..... **HALF PRICE**

Electric Seal and Near Seal Jackets..... **HALF PRICE**

Elderdown Dressing Scaques..... **HALF PRICE**

French Flannel Dressing Scaques..... **HALF PRICE**

Bath Robes..... **HALF PRICE**

Knitted Shawls..... **25 Per Cent Off**

Ladies', Misses' and Children's Sweaters..... **20 Per Cent Off**

Babies' Long Coats..... **20 Per Cent Off**

Children's Dresses

In Percales, Lawns, Chambrays, Ducks and Seersuckers, a new line just in. 20 per cent off.

All our CHILDREN'S DRESSES in Flannels, Serges and Cashmeres at ONE-HALF PRICE.

Entire line of Mercerized Petticoats, 25 per cent discount.

Shirt Waist Suits.

In Silks, Pongees, Linen, Chambray and Ducks, at 25 per cent discount.

Ladies' Spring Jackets

One-Half Off.

CHILDREN'S REEFERS

A lot of little girl's Reefers in ages from 2 to 14 years, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$6.00, \$7.50, \$10.00, \$12.50, \$15.00, \$20.00, \$25.00, \$30.00, \$35.00, \$40.00, \$45.00, \$50.00, \$55.00, \$60.00, \$65.00, \$70.00, \$75.00, \$80.00, \$85.00, \$90.00, \$95.00, \$100.00, \$105.00, \$110.00, \$115.00, \$120.00, \$125.00, \$130.00, \$135.00, \$140.00, \$145.00, \$150.00, \$155.00, \$160.00, \$165.00, \$170.00, \$175.00, \$180.00, \$185.00, \$190.00, \$195.00, \$200.00, \$205.00, \$210.00, \$215.00, \$220.00, \$225.00, \$230.00, \$235.00, \$240.00, \$245.00, \$250.00, \$255.00, \$260.00, \$265.00, \$270.00, \$275.00, \$280.00, \$285.00, \$290.00, \$295.00, \$300.00, \$305.00, \$310.00, \$315.00, \$320.00, \$325.00, \$330.00, \$335.00, \$340.00, \$345.00, \$350.00, \$355.00, \$360.00, \$365.00, \$370.00, \$375.00, \$380.00, \$385.00, \$390.00, \$395.00, \$400.00, \$405.00, \$410.00, \$415.00, \$420.00, \$425.00, \$430.00, \$435.00, \$440.00, \$445.00, 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\$950.00, \$955.00, \$960.00, \$965.00, \$970.00, \$975.00, \$980.00, \$985.00, \$990.00, \$995.00, \$1000.00, \$1005.00, \$1010.00, \$1015.00, \$1020.00, \$1025.00, \$1030.00, \$1035.00, \$1040.00, \$1045.00, \$1050.00, \$1055.00, \$1060.00, \$1065.00, \$1070.00, \$1075.00, \$1080.00, \$1085.00, \$1090.00, \$1095.00, \$1100.00, \$1105.00, \$1110.00, \$1115.00, \$1120.00, \$1125.00, \$1130.00, \$1135.00, \$1140.00, \$1145.00, \$1150.00, \$1155.00, \$1160.00, \$1165.00, \$1170.00, \$1175.00, \$1180.00, \$1185.00, \$1190.00, \$1195.00, \$1200.00, \$1205.00, \$1210.00, \$1215.00, \$1220.00, \$1225.00, \$1230.00, \$1235.00, \$1240.00, \$1245.00, \$1250.00, \$1255.00, \$1260.00, \$1265.00, \$1270.00, \$1275.00, \$1280.00, \$1285.00, \$1290.00, \$1295.00, \$1300.00, \$1305.00, \$1310.00, \$1315.00, \$1320.00, \$1325.00, \$1330.00, \$1335.00, \$1340.00, \$1345.00, \$1350.00, \$1355.00, \$1360.00, \$1365.00, \$1370.00, \$1375.00, \$1380.00, \$1385.00, \$1390.00, \$1395.00, \$1400.00, 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